



JOB DESCRIPTION & PERSON SPECIFICATION

Mary Ann Evans Hospice
Eliot Way, Nuneaton, Warwickshire, CV10 7QL

Job Title: Retail Business Development Manager
Responsible to: Head of Marketing & Income Generation
Hours: 37.5 hours per week including some weekends
Salary: £32,000 to £35,000
Developed: July 2024

Job Summary:

This is a permanent role with responsibility for the day-to-day operation and delivery of financial targets for the Hospice shops and online platforms. Providing leadership and support to the retail team of staff and volunteers to achieve maximum performance.

The Hospice is supported by a retail portfolio of charity shops and an active online presence selling a variety of new and donated quality goods. Profits raised from our shops play a vital part in our income generation activities contributing to the £2.6 million per year it cost to deliver specialist palliative and end of life care in our communities.

NB: due to the nature of the role, flexibility relating to place of work will be required across all Hospice and online trading sites. We reserve the right to change the work base of our employees to meet our business needs.

Principal Responsibilities:

Management and leadership

- Provide effective leadership, line management and motivational support to the retail team of staff and volunteers, including but not limited to financial management, people management, wellbeing, customer care, supporter and community engagement and retail development.
- Responsible for ensuring departmental training and development requirements are met for the Retail Department.
- In conjunction with Business Support Administrators, maintain a sufficient number of volunteers across the retail department, providing support with the on boarding, induction, and training processes.
- Responsibility for 1-2-1 meetings, personal development reviews and appraisals with team members.

Operational and Strategy

- To implement the Retail Strategy objectives through team and shop operating plans and KPI's.
- To achieve financial targets, shop sales, Gift Aid targets and maximise our retail profit through effective cost control, stock generation initiatives, new goods lines, and e-commerce using data to support decisions and drive performance.
- Ensure efficient and effective stock management controls are in place for both bought in and donated items.
- To work collaboratively with the Marketing & Income Generation team to create effective and innovative plans to maximise income generation initiatives.
- Research potential, innovative retail income streams to provide opportunities to generate new sources of sustainable funds.
- Regularly review and benchmark high street mainstream and charity retailers to ensure that the Hospice Retail offering is current and, where appropriate, cutting edge.
- Maintain own professional development and keep abreast of new initiatives and best practice in Charity Retail.

- Work with the Marketing & Income Generation Team to ensure that a consistent and accurate marketing strategy is adopted to promote the Hospice retail and the work of the Hospice through the retail outlets.
- To maintain and develop effective processes and standard operating procedures and support in the implementation of policies to ensure compliance across the Hospice.
- To ensure that all cash and security controls / procedures are adhered to by shops, regularly actioning appropriate checks to include all shop systems, paperwork – investigating, reporting and taking appropriate action on all discrepancies in a timely and professional manner.
- Support the Head of Marketing & Income Generation or where appropriate lead projects such as, new locations, refurbishment, lease negotiations and recruitment of staff.
- To work with Retail Team Leads and Shop Managers to maintain rotas and manage cover for absences.

Compliance / Health & Safety

- Support the Retail Caretaker and Head of Marketing & Income Generation on compliance with Health and Safety requirements ensuring all retail outlets provide a safe and secure working environment, adhering to Health & Safety regulations.
- To be responsible for the implementation of Hospice Retail Health & Safety Policy & Guidelines in all shops in conjunction with the Quality Governance Manager, Head of Marketing & Income Generation and Retail Caretaker.
- Ensure appropriate training is carried out to maintain compliance with all Hospice policies and procedures as well as H&S, fire and risk management.
- Ensure retail managers are aware of all relevant legislation and are kept up to date with developments at Mary Ann Evans Hospice.
- To ensure that all shops handle personal data appropriately and that data protection guidelines are adhered to at all times.
- Ensure compliance with trading standards and other legal / statutory requirements.

Income and expenditure budget management:

- Implement the annual retail targets in collaboration with the Head of Marketing and Income Generation.

- Manage the Hospice retail outlets ensuring effective financial control, taking corrective action where required.
- Manage third party supplier relationships and negotiate with suppliers on bought in goods and all other services.
- Attend meetings and provide managerial reports to the Head of Marketing & Income Generation and Marketing, Communications and Income Generation Subcommittee as required.

Other Responsibilities

- Abide by all Hospice policies and procedures.
- Undertake all mandatory training as required.
- Participate in annual appraisal and personal development review.
- The post holder must familiarise themselves with matters relating to Health & Safety Management, as affecting themselves, their department and the Hospice as a whole.
- Promote the Hospices vision, mission and values at all times.
- To undertake any other duties commensurate with the post and as requested by the line manager.

Key Working Relationships:

- To establish and maintain links with Hospice staff and volunteers.
- To work closely with Head of Marketing & Income Generation.
- To establish and maintain positive working relationships with all retail staff and volunteers.
- To work closely with the People Business Partner and the Business Administration team.
- To establish a strong and mutually beneficial relationship with Mary Ann's Retail Caretaker.
- To work with other Mary Ann departments to provide awareness within the community about the Hospice's work and care provided.

Standard Requirements of all Mary Ann Staff:

- To be flexible and adapt to the needs of the department and your team.
- To maintain and promote a good team working relationship across the organisation.
- To maintain strict confidentiality and always adhere to data protection policies.

- To observe and maintain security procedures and to be aware of responsibilities towards Health & Safety, Hospice Policies and Procedures, and COSHH.
- Mary Ann operates a strictly no-smoking policy whilst on duty and on the premises.
- Exercise responsible stewardship of Hospice resources.
- Attendance at meetings, events and activities may require the post holder to work beyond the normal hours/days of work on occasions – flexibility is essential.
- To have an understanding and demonstrate regard for Mary Ann’s vision, mission, values and strategic aims.
- Travel in the Warwickshire area, and on occasions within the UK, to fulfil role and attend/participate in training and personal development opportunities, using own vehicle or public transport, for which expenses will be met in line with policies.
- To maintain an effective and collaborative working relationship with other members of staff and volunteers.
- To participate in annual performance appraisal, where the job description will be reviewed, and objectives agreed.
- Take responsibility for ensuring the timely completion and/or attendance for all statutory and mandatory training requirements relevant to role as outlined by Mary Ann’s Policy.
- To participate in surveys and audits as required by the service in relation to your role.
- Conform to conventional standards of professional uniform and business dress when representing Mary Ann.
- To accept temporary redeployment within any part of Mary Ann should the need arise ensuring hospice goals and objectives are met.

This job description is intended to be the main guide to the principal duties and responsibilities of the post. It should not be seen as an exhaustive, inflexible, or prescriptive document. The employee shares with the employer the responsibility to suggest amendments as necessary to meet the changing needs of the Hospice.

Signed Employee:

Date:

Signed Line Manager:

Date:

Person Specification

	Essential	Desirable
Qualifications & Training	<ul style="list-style-type: none"> English/Maths GCSE Grade C/4 or equivalent qualification in Level 2 Numeracy and Literacy. IT literacy Retail NVQ level 3 or equivalent qualification 	
Experience	<ul style="list-style-type: none"> Retail management experience – at least 3 years. Line management experience. Experience of motivating direct reports and volunteers. Experience of managing an income and expenditure budget effectively. Experience of working within a customer/supporter orientated environment. 	<ul style="list-style-type: none"> Experience in charity retail. Experience of working with volunteers in a retail setting.
Skills & Knowledge	<ul style="list-style-type: none"> Excellent communication skills – both written and verbal. Able to work on own initiative and within a team. Ability to motivate others to achieve sales/targets. Strong time management and highly developed organisational skills; ability to plan, prioritise and complete tasks to agreed deadlines. Well-developed numeracy skills at a level that would enable the post holder to process and prepare reports or statistical statements i.e. budgets for expenditure, income and profit margin and management reports. Ability to use data to drive performance and decision making. 	<ul style="list-style-type: none"> Experience of conflict management. Experience of change management.

<p>Aptitudes & Attributes</p>	<ul style="list-style-type: none"> • Empathy with the work of Mary Ann Evans Hospice. • Understanding of equality and diversity and how this affects the Hospice, supporters and staff. • Understanding the importance of customer care. • An effective team player, comfortable working with colleagues across departments to deliver campaigns and events. • Willingness and ability to learn new skills. 	
<p>Other Job Requirements</p>	<ul style="list-style-type: none"> • Work flexibly to support the department priorities and to maximise opportunities sometimes out of hours. • Willingness to attend and assist at functions and Hospice events. • To be a non-smoker whilst on duty. • Hold a current clean driving licence. • Access to a car for work purposes. 	